

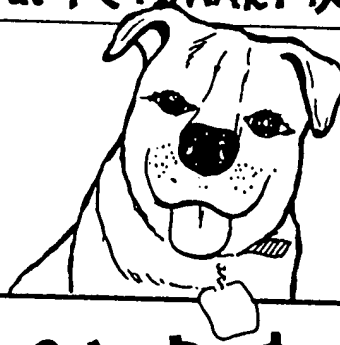
09/517195

1/5

I shop at PETS[®]MART because



2 for 88¢



my pet
insists
on low low
prices



4 for \$1



12⁹⁹



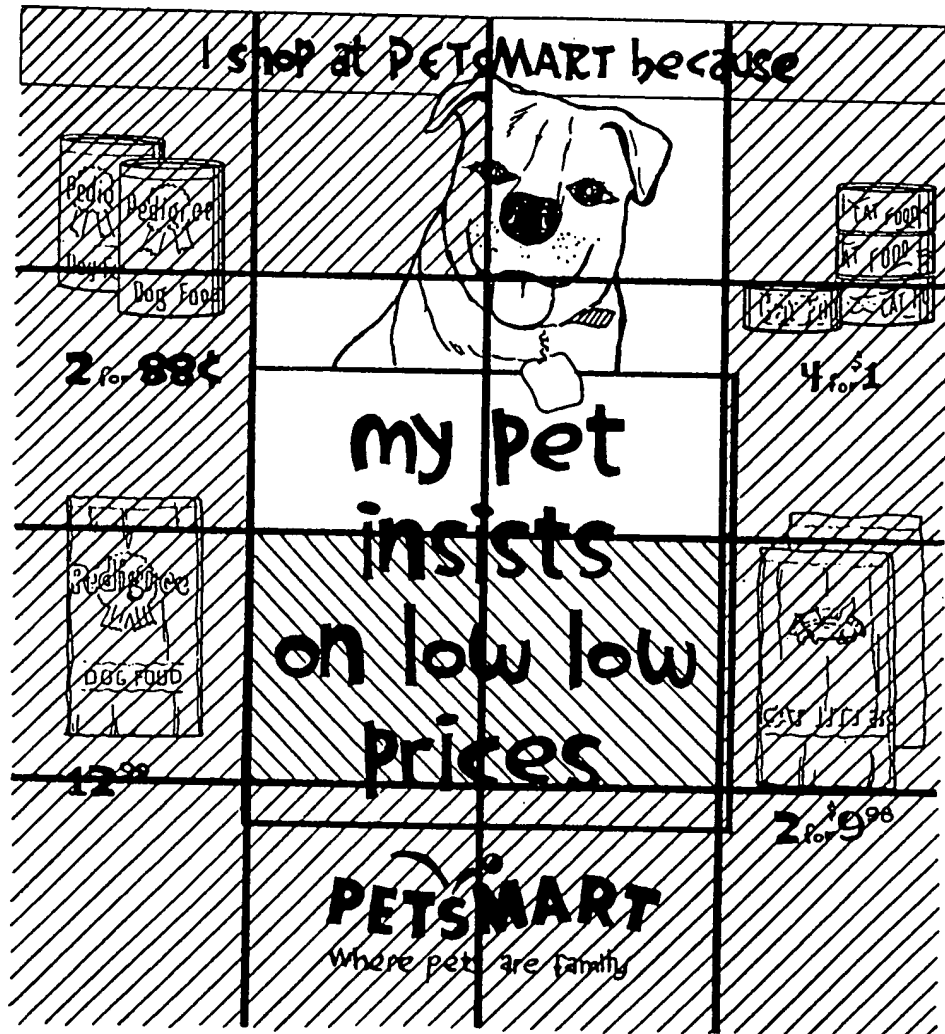
2 for 9⁹⁸

PETS[®]MART
where pets are family

FIG-1

002000-5672560

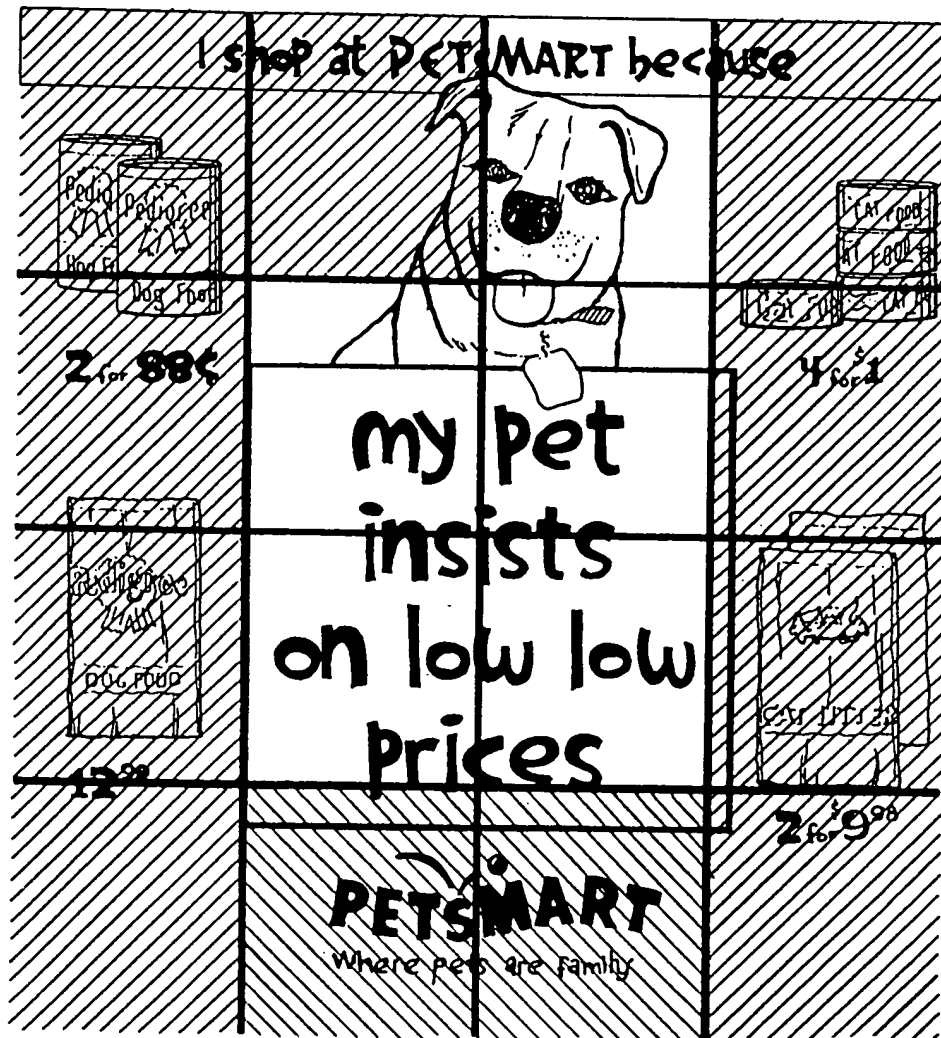
1/2 Second



The consumer's eye is attracted to the message in the boxes [with the words "my pet"] and the dog at the top of the ad.

Fig. 2

1 Second

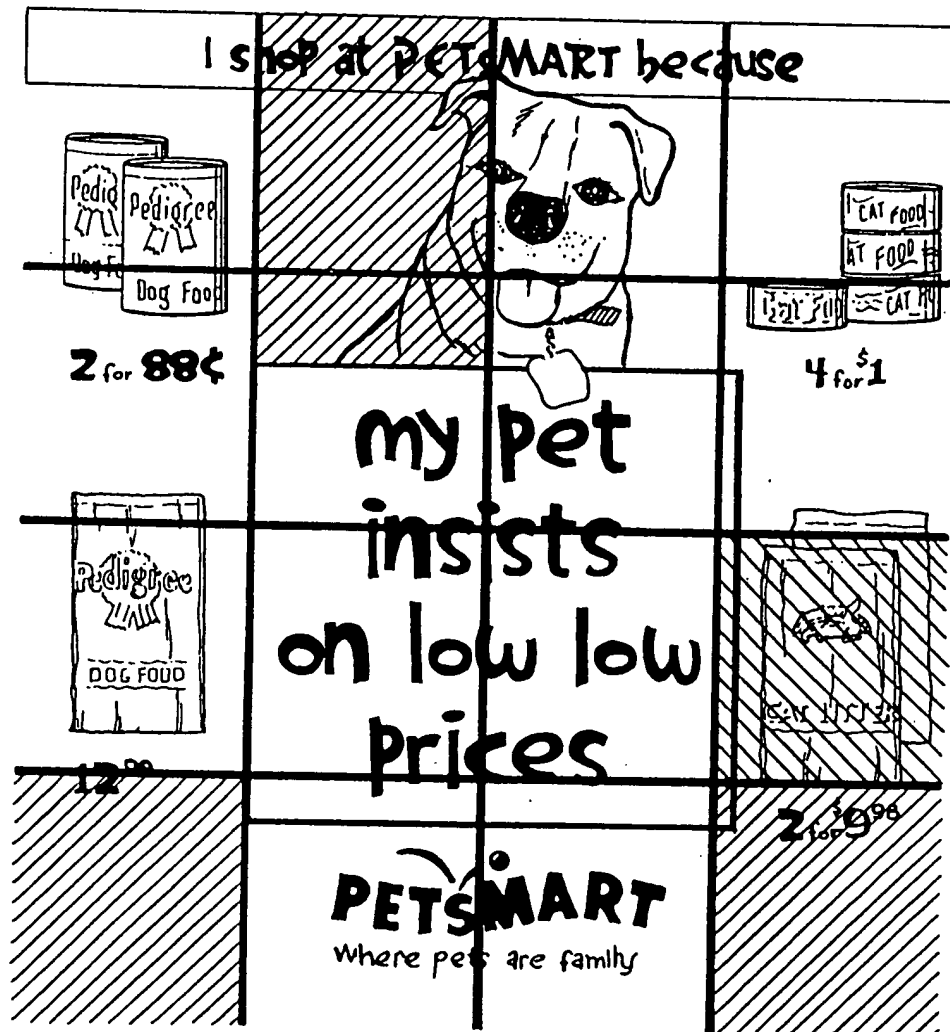


The attention moves down from the store's logo
(to the boxes with the "PetSmart" logo).

Fig. 3

002080-5612560

4 Seconds



Finally the consumer begins examining the prices of products featured on the sides [framing the center blocks].

Fig. 4

002020-5677560

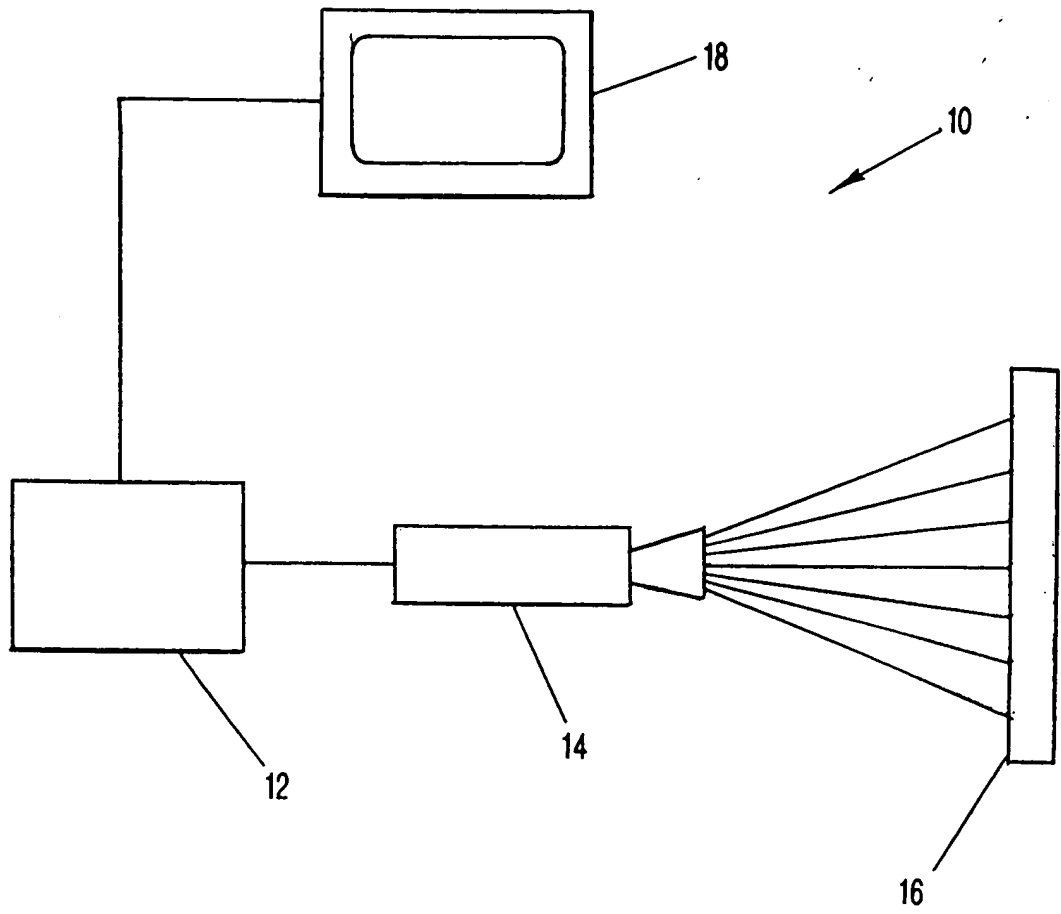


FIG-5